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The website nolchafashionweek.com (the “NOLCHA”), is published and maintained by Nolcha, LLC, 350 fifth Ave 59<sup>th</sup> FLOOR, New York, New York 10118,

This policy (the “Privacy Policy”) applies to your use of the NOLCHA and to information collected through the NOLCHA and any other website, microsite, mobile device application, social media or other Internet property owned or operated by NOLCHA or its affiliates or subsidiaries (collectively “We” or “Us” or “Our”) and related services (collectively, the “Site(s)”).

By visiting the Site(s) or using the related services, you agree to abide by this Privacy Policy. From time to time, NOLCHA may modify this Privacy Policy.

Your access to and use of the Site(s) is undertaken at Your own risk. If You do not agree to this Privacy Policy or are dissatisfied with the Site(s) or any content therein, Your sole and exclusive remedy is to stop using the Site(s) and its/their information, content and services, and You may not access or otherwise use the Site(s).

### **Purpose**

Your privacy is important to Us. This Privacy Policy has been developed as an extension of Our commitment to combine the finest quality products and services with the highest level of integrity in dealing with Our customers. This Privacy Policy describes how We collect, store and use information about customers and prospects, including what Personally-Identifiable Information and other information is collected from you via the Site(s) and why; how We use this information; when We share this information with third parties; the choices you can make about how your Personally-Identifiable Information is collected, used, or shared; and the data security, accuracy, and access measures We have adopted to protect your information.

### **What Information Is Collected?**

#### **User-Provided Information:**

Personally-Identifiable Information is collected to the extent that We deem reasonably necessary to serve a legitimate business or marketing purpose.

#### **Cookies:**

The Site(s) may use cookies and other tracking code in order to keep and track analytics and information about you. To learn more about cookies and the other

tracking tools

**IP Address and Clickstream Data:**

Our server automatically collects data about your server's Internet address when you visit the Site(s). This information, known as an Internet Protocol address (an "IP Address"), is a number that is automatically assigned to your computer by your Internet service provider. When you visit the Site(s), Our servers may log your IP Address, domain name, location, language preferences, Internet service provider and other aggregate information. Our servers may also record the referring website or search engine that brought you to the Site(s); the pages you visit on the Site(s); the website you visit after the Site(s); the ads you view or click on; your product interests and purchases; other information about the type of web browser, computer, platform, related software and settings you are using; any search terms you have entered on the Site(s) or a referral site; and other web usage activity and data logged by Our web servers.

**Co-Sponsored Contests, Sweepstakes and Offerings:**

Some of Our contests, sweepstakes and other offerings that made available on or through the Site(s) from time to time may be co-sponsored by another company. In those situations, unless you instruct Us otherwise, the information We obtain from you in connection with such contest, sweepstakes or offering may be shared with Our co-sponsor and in accordance with terms disclosed in such contest, sweepstakes or offerings. In those situations, Our co-sponsors will have the right to use your information for their own purposes, in accordance with their own policies and in particular in accordance with any specific disclosures made to you at the time you participate in such contest, sweepstakes or offering. We are not responsible for how Our co-sponsors may use your information.

We may also share or cross-reference such information, including your Personally-Identifiable Information, with unrelated companies you may be interested in so that the companies can directly market their products or services to you.

**Service Providers:**

We use third party partners to provide Our e-commerce solution and to help operate the Site(s) and deliver Our products and services. We may share your information with third party e-commerce solution partners, third-party payment providers (e.g., Visa, Mastercard and American Express), Our affiliates, service providers and other third parties that provide products or services for or through the Site(s) or for Our business (such as site hosting or database hosting companies, address list hosting companies, email service providers, analytics companies, distribution companies, fulfillment companies, wireless device applications and other similar service providers that use such information on Our behalf).

**Legally Compelled Disclosures:**

We cooperate with law enforcement inquiries and other third parties to enforce laws, intellectual property rights and other rights. We may disclose Personally-Identifiable Information and other information when We believe it is necessary to identify, contact, or bring legal action against persons or entities to protect NOLCHA or Our customers or when We believe that disclosure is required by the law or legal process. We may disclose user information to government authorities or to other third parties when compelled to do so by government authorities, at Our discretion or as required by law in Our good faith belief, including but not limited to in response to court orders and subpoenas and as otherwise required in connection with a judicial or government proceeding or legal process. This may include in connection with the enforcement of this Privacy Policy or Our Terms of Use. We also may disclose user information when We have reason to believe that someone is causing injury to or interfering with Our rights or property, other users of the Site(s), or anyone else who could be harmed by such activities.

**Security**

We cannot guarantee that information stored on our system or transmitted on the Internet will be absolutely safe from intrusion by hackers. No data transmission over the Internet can be guaranteed to be 100% secure.

We will have no liability for disclosure of your information due to errors or unauthorized acts of any third party. In the unlikely event that We believe that the security of your Personally-Identifiable Information in Our possession or control may have been compromised, We may seek to notify you of that development. If a notification is appropriate, We would endeavor to do so as promptly as possible under the circumstances, and if We have your email address, We may notify you by email. You consent to Our use of email as a means of such notification.

**Phishing:**

It has become increasingly common for unauthorized individuals purporting to represent a legitimate company, such as a bank or on-line merchant, to send emails to consumers requesting that the consumer provide personal or sensitive information. Sometimes, the domain name of the email address from which the email appears to have been sent, and the domain name of the website requesting such information, appears to be the domain name of a legitimate, trusted company. In reality, such sensitive information is received by an unauthorized individual to be used for purposes of identity theft. This illegal activity is known as “phishing.”

**Children's Privacy Statement:**

We do not knowingly collect Personally-Identifiable Information from children

under the age of 13 (or other age where parental consent may be required) without prior verifiable parental consent when legally required. If We become aware that We have inadvertently received Personally-Identifiable Information from a customer without the legally required prior verifiable parental consent, We will delete such information from Our records.

Information posted on social media, message boards, chat areas, club and home pages are available to the general public. Please use caution when posting any such information.

### **Consent to Processing**

NOLCHA is hosted and operated in the United States of America, pursuant to United States law and this Privacy Policy shall be interpreted under the laws of the United States of America. By providing Personally-Identifiable Information to NOLCHA, you understand and consent to the collection, maintenance, processing and transfer of such information in and to the United States of America and other countries and territories.

### **Choice of Law / Arbitration**

Any dispute or claim arising out of or in connection with this Privacy Policy or Your use of the Site(s) shall be governed by and construed in accordance with the laws of the State of New York and shall be referred to and finally resolved by confidential arbitration in New York, New York in accordance with the Commercial Arbitration Rules of the American Arbitration Association then in effect, which rules are deemed to be incorporated by reference. The award or decision rendered by the arbitrator shall be final, binding and conclusive, and judgment may be entered upon such award by any court. Each party will bear its own expenses.

### **Questions and Comments**

This Privacy Policy has been developed out of respect for the privacy preferences and choices of Our customers. We have established procedures to ensure that reasonable effort is made to address your concerns. Questions or comments may be directed to [info@nolchafashionweek.com](mailto:info@nolchafashionweek.com)

Effective Date: August 27, 2014